

# Macworld

For immediate release

## **Macworld Magazine Editors Announce the 2004 Editors' Choice Winners**

*33 Macintosh Products are recognized for Innovation and Excellence*

*Macworld.com visitors choose two products for the Readers' Choice awards*

SAN FRANCISCO, CA, December 17, 2004 – IDG's *Macworld* magazine, the most comprehensive resource for the Mac market, has named the recipients of the twentieth annual Editors' Choice Awards for 2004.

The Editors' Choice Awards (Eddy Awards), the Mac industry's most prestigious distinction for breakthrough product development, are given to the year's top hardware and software products chosen by *Macworld's* editorial department. *Macworld's* editors looked at nearly every new Mac product on the market between Nov 1, 2003 to November 1, 2004, evaluating their overall quality as well as their utility, innovation, and elegance.

"These products are the 33 most innovative products to be released in the Mac world in the past year," said Mac Publishing editorial director Jason Snell. "While large companies such as Apple, Epson, Adobe, and Hewlett-Packard are well represented, the presence of small companies such as Rogue Amoeba, Softchaos, and Shirt Pocket show that the Mac market is teeming with innovative products at the grassroots level."

Listed in alphabetical order by company, the 2004 Macworld Editors' Choice recipients are:

Photoshop Elements 3, Adobe Systems

SketchBook Pro 1.1, Alias

Snapz Pro X 2.0, Ambrosia Software

GarageBand 1.1, Apple Computer

iMac G5, Apple Computer

iPod mini, Apple Computer

Motion, Apple Computer

Xserve G5, Apple Computer

Xserve RAID, Apple Computer

BBEdit 8.0, Bare Bones Software

BitTorrent 3.4, Bram Cohen & Andrew Loewenstern

EOS 20D, Canon

EyeTV 200, Elgato Systems

Epson P-2000, Epson

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Epson Stylus Pro 4000, Epson

FileMaker Pro 7, FileMaker

Color LaserJet 2550Ln, Hewlett-Packard

8x d2 DVD+RW Double Layer Drive, LaCie

Halo, MacSoft

Unreal Tournament 2004, MacSoft

Tactile Pro Keyboard, Matias

QuarkXPress 6.5, Quark

Nicecast, Rogue Amoeba

Toast With Jam 6, Roxio

netTunes, Shirt Pocket

Webstractor 1.1, Softchaos

Print Shop Mac OS X Edition, Software MacKiev

PodFreq, Sonnet Technologies

Cyber-shot DSC-T1, Sony

Omniweb 5.0, The Omni Group

Intuos3, Wacom

You Control 1.1, You Software

The *Macworld* Editors' Choice Award winners were announced online at Macworld.com beginning Monday, December 13, 2004.

(<http://www.macworld.com/2004/12/features/2004eddyshome>)

Recipients will also be honored in a feature article in the February 2005 issue of *Macworld* magazine, available on the newsstand January 11, 2005.

"We know Mac users are passionate about great products," said Mac Publishing director of online content Philip Michaels. "And we wanted to tap into that passion and knowledge by letting them name their favorite hardware and software of the past year." The Readers' Choice awards were announced at Macworld.com on Friday, December 17, 2004. Macworld.com visitors chose two products as the best products of 2004. The Macworld Readers' Choice winners are:

Final Cut Pro HD 4.5, Apple Computer

iMac G5, Apple Computer (*also a 2004 Macworld Editors' Choice recipient*)

"The response was tremendous, which we've come to expect from readers who care as much about the Mac platform as ours do."

**About Mac Publishing LLC**

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches over a million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of 2 million unique visitors. The Mac Publishing sites include: Macworld.com, MacCentral.com, PlaylistMag.com, and JavaWorld.com. Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World*, *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Network World*, and *PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including Macworld Conference & Expo<sup>®</sup>, LinuxWorld Conference & Expo<sup>®</sup>, DEMO<sup>®</sup>, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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